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ABSTRACT

A study was conducted in which fiction reviews in five primary book review journals were read to identify titles by previously unpublished fiction writers issued in hardcover by U. S. commercial publishers during 1979, to analyze this critical evaluation, and to gauge the purchase of these titles by libraries. Totals of 216 novels and 10 short-fiction collections were studied. Library purchases were gauged from holding reports displayed on cataloguing records in the OCLC (Online Computer Library Center) database. Information was collected from the review media and reference sources to judge success elsewhere. While the first published fiction was given less attention by book reviewers and bought in fewer numbers by OCLC participants than a sample of new titles by veteran fiction authors, the number of new titles totally ignored was relatively small. The more widely reviewed and better rated titles were the most extensively held in OCLC and also the ones found to be popular on other markets. (Five appendixes include 28 best selling first fiction titles among OCLC participating libraries, 27 first fiction titles with a comprehensive rating of favorable, 6 first novels, 18 new fiction titles, and other first fiction titles studied.) (EL)

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First Published Fiction of 1979: An Examination of Its Critical Reception by the Book Review Media and A Suggestive Study of Library Purchases Gauged by Holdings Institutions Displayed on Cataloguing Records in OCLC

Jim Williams

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Abstract

Fiction reviews were read in five primary book review journals to identify those titles by writers previously unpublished in the genre which were issued in hardcover by U.S. commercial publishers during 1979. Further book reviews were consulted for works identified and critical evaluation was studied. Library purchases were gauged suggestively from holding reports displayed on cataloguing records in the OCLC online database. Information was collected from the review media and reference sources to judge success elsewhere. While the first published fiction was given less attention by book reviewers and bought in fewer number by OCLC participants than was a sample of new titles by veteran fiction authors, that among it to have been almost totally ignored appeared relatively small. General critical reception was good. The more widely reviewed and better rated titles were the most extensively held in OCLC and, also, the ones found to be popular on other markets.

Purpose and Scope

The objectives of the study which resulted in the present article were 1) to identify the fiction by writers previously unpublished in the genre that was issued in hardcover during 1979 by U.S. commercial publishers, 2) to determine the critical evaluation given this fiction by the book review media, and 3) to gauge its purchase by libraries in a suggestive manner by holding institutions displayed on cataloguing records in the OCLC Online Computer Library Center, Incorporated, database [1].

While subsidiary sales for paperback reprint rights have perhaps emerged in recent years as the single most decisive denominator in the making of any fiction title a commercial success, a market of significant potential for hardcover fiction remains with libraries. Indeed, given that libraries are the primary clientele for fiction published in this form, an index to the success of any hardbound novel, and most especially a first novel, is surely the number of libraries that buy it. Where unknown writers are concerned, libraries furthermore have the possibility of being an important force in acquainting readers with new creative talent. Librarians, in turn are largely

dependent on book reviews for awareness and evaluation of fiction by beginning authors.

Identified first fiction titles ascertained to have been previously published in Britain or Canada, translations, and small press titles in general were not studied. Previously published fiction writers using new pseudonyms or their real names for the first time, identified first novelists who had published prior short story collections, and authors of first short story collections who had earlier published novels were likewise excluded. Two novels by British authors judged on the basis of publication dates announced in Publishers Weekly [2, 3] and Whitaker's [4] to have had near simultaneous publication times in Britain and the U.S. were accepted. Also accepted were one title from the Sierra Club, two from the Fiction Collective, and two from the University of Illinois Press. While these three presses do not come within the strict perimeters of the study, their titles were included in the interest that no hardbound first fiction titles from comparable publishers were found.

Methodology

The following methodology identified 216 novels and ten short fiction collections for study. The first

resource consulted was the Library Journal tri-annual "First Novelists" [5] feature which from the fall of 1978 through the fall of 1979 listed 188 new authors, 129 of whom published fiction that came within the scope of this study. All fiction reviews were then read in Kirkus [6], Library Journal [7], and Publishers Weekly [8] for the period October 1978-March 1980, and those in the New York Times Book Review [9] from November 12, 1978, when publication resumed following the strike. Another eighty new writers were identified on the basis of information supplied by book reviewers in one or more of these journals. Those authors not recognized or noted by the reviewer to have published previous fiction were searched in the 1950-1977 and 1978 cumulative volumes of American Book Publishing Record [10]. Titles for whose authors no previous publication record in fiction was found were checked in Book Review Index [11] and further reviews were read as they were available. Fifteen more new fiction writers were identified by this procedure. A final two first novelists not located previously were found when all fiction reviews were read in Booklist [12] for the identical time period of the four above mentioned journals.

When the compilation of the titles for study was completed, all were searched in Book Review Index

[11]. The 1978 volume was consulted for those published earliest and the 1979-May/August 1980 issues were checked for every title. The reviews cited were subsequently read to determine the reception given by critics to the new writers. Five evaluation categories were established: favorable, generally favorable, mixed, generally unfavorable, and unfavorable. Individual review ratings were examined and weighted against one another to reach a single comprehensive evaluation.

In recognition that libraries do not exist in a vacuum, certain readily available data were collected to gauge the success of the first novels in certain other marketplaces near or at the end of 1980. The New York Times Book Review best seller listings [13, 14] were scanned weekly from January 1979 through December 1980 to learn of best seller status in either hardcover or paperback. The catalogues of the Book-of-the-Month Club [15], the Literary Guild [16], and the Mystery Guild [17] were read for the same period to find selections. The British National Bibliography [18] was searched from 1979 through October 1980 for cataloguing records bearing a British imprint. Paperbound Books in Print [19] was checked from the fall of

1979 through the fall of 1980 and the regularly featured announcements of selected reprints which appear in Booklist [20], the New York Times Book Review [21], and Publishers Weekly [22] were examined consistently. Selections by book clubs in addition to the aforementioned, film sale or option information, sale of foreign publication rights, and sale of serial rights were taken either from Publishers Weekly book review notations [8] or from the "Rights & Permissions" [23] and "Trade News" [24] features which were read from January 1979 through December 1980. Since no further search was made for the information given in these areas, it must be taken as not necessarily complete.

Fiction reviews were read throughout 1980 in the same five journals [6, 7, 8, 9, 12] used to compile the titles for study. Twenty seven second works of fiction were published or had been announced for publication by the end of the year which represented twenty six first novelists of 1979. Two of the second novels were solo ventures by authors who had collaborated on a first. While this information is recognized to be no more than marginally pertinent to the success of the first novel, it has been included as a matter of interest.

Cataloguing records were called up in OCLC [1] at the end of September 1980. These records were used

not only to find the number of holding institutions listed for each title, but also to confirm 1979 publication. As a point of comparison for the number of holding reports displayed and the number of book review citations located through Book Review Index [11], the same information was gathered for eighteen new works of fiction issued in 1979 by previously published authors.

The suggestive nature of this area of the study must be stressed. The titles of new fiction used as a basis for comparison were not selected by a random method, but in a somewhat rigged fashion inasmuch as authors who would be representative of a broad spectrum of literary acclaim and success were chosen deliberately. The sample size itself is much smaller and the titles themselves were not studied in like depth to those of the first fiction. Moreover, OCLC [1] is recognized to represent only one online cataloguing agency and the number of copies of any title held by participating institutions cannot be known from its cataloguing records.

Presentation of Data

Appendix 1 presents the twenty eight first fictional titles which were the most highly held among

OCLC participating institutions with arrangement in a descending sequence by the number of holding reports displayed on cataloguing records. Information given is the author's name as it appeared on the record, title, hardcover publisher as cited, price, paperback publisher and price for those titles which had been reprinted or noted to have been sold for reprint, the number of book reviews located, the comprehensive rating determined by reading those reviews, and notation for any of the aforementioned supplementary information collected. Appendix 2 provides the same data for twenty seven more titles with a comprehensive book review rating of favorable and Appendix 3 for another six to which reference is made in the text that appear in neither Appendix 1 nor Appendix 2.

Appendix 4 lists the eighteen titles selected for comparison. Given for each title in addition to OCLC holdings reported and how many book review citations were found is the author's number of prior fictional publications counted in the National Union Catalog [25, 26, 27] and the year the first work was issued. Appendix 5 gives a brief citation for the remaining titles of first fiction studied and Appendix 6 lists the journals in which book reviews were consulted from citations found in Book Review Index [11].

The reader is referred to these appendices while scanning the tables and reading the text which follows. [Insert Tables 1-3]

Findings

The first published fiction titles of 1979 fared less well than those of the new fiction to which they were compared in the number of book reviews received and in purchase of at least one copy by OCLC participants. Holding reports displayed on cataloguing records for the 226 titles ranged from 712 downward to eight with the median at 166 while book review citations varied from thirty six to zero with the median at five.

Nine of eighteen new titles from veteran fiction authors listed holding institutions in excess of 250, an accomplishment made by only twenty eight of the first fiction titles, and ten of them enjoyed a minimum of nine book reviews. a number reached or exceeded by just thirty six first novels. While this might not appear to make the reception given the first published fiction writer's work an especially promising one, an examination of a relatively comparable number of titles from the opposite end of the scale disclosed a mere twenty seven to have showed fewer than ninety holding reports. Only seventeen had two or less book review

citations while thirty one more had three. Among the eighteen titles used for comparison were two second novels held by fewer OCLC participating institutions than the 166 median discovered for first fiction and another two for which holdings fell under 188, the point whereat the approximate one third of the first novels to be the most extensively held in OCLC began (See Table 1). Two of these same four titles were given fewer book reviews than the median of five established for the first published fiction.

The number of book reviews given a title and the acclaim paid by reviewers were both found to have influenced library purchases of the first novels. The titles to be the more highly held among OCLC participants were also those to have been the more widely reviewed (See Table 1). Significant differences were discovered when median holdings were established by category of comprehensive rating (See Table 2), with the swing being steadily downward from favorable to unfavorable. The sharpest drop came between the titles given favorable and those given generally favorable acclaim. The least difference occurred between those rated generally favorable and the ones rated mixed, both group medians falling near to that for the complete study. The number of reviews within rating

categories corresponded generally with OCLC holdings reported, the least reviewed titles being the least widely and the most reviewed the most extensively held.

This factor was emphasized somewhat dramatically inasmuch as in four instances the first novel with the greatest number of book reviews was also that which carried the largest number of OCLC holdings within its category of rating (Wild Oats, OCLC holdings: 364, 21 reviews with a comprehensive rating of generally favorable; The Vicar of Christ, OCLC holdings: 412, 22 reviews with a comprehensive rating of mixed; At Button's, OCLC holdings: 245, 17 reviews with a comprehensive rating of generally unfavorable; and The First Lady, OCLC holdings: 127, 7 reviews with a comprehensive rating of unfavorable), while in one case the low reviewed title was likewise that to list the fewest holdings institutions (Victims: Story of a Teenage Hooker, OCLC holdings: 9, 1 review which gave an unfavorable rating).

While the considered factors in the present study were number of and ratings given by book reviews, some commentary is appropriate at this point on other elements which influence book selection and likely book reviewing as well. The title alone of Victims: Story of a Teenage Hooker would deter many by its warning of

a sordid, painful content. A very different case is that of At Button's, a generously reviewed and one of the better selling first novels. The attention paid this title in likelihood is attributable to the author's well received nonfiction publications to which reviewers made frequent reference.

Three titles were not rated. No review citations were located for The Man Who Rode His 10-Speed Bicycle to the Moon (OCLC holdings: 69) and The Straight Cut Ditch (OCLC holdings: 8). Captain Blood: A Novel of Epic Revenge (OCLC holdings: 31) had two reviews, each of which was merely descriptive. That the novel as described could be said to deal with an extremely unpalatable lifestyle again renders subject as a probable factor in the poor holdings record.

That reviewers were on the whole kindly disposed toward the new creative writers and seemed to have enjoyed reading their first published fiction is evident from the high number of favorable and generally favorable ratings as well as from the fact that only five titles received not an encouraging word in a single review. To account for the favorably rated titles having a review median at 2.5 above that for the study in its entirety while those judged generally

unfavorable and unfavorable fell one and two below, respectively, calls for some conjecture. Publisher shipment of copies for review would seem to play a role in the number of book reviews given any title. Space limitations are a presumed factor when one goes further than the primary book review journals. Editors of general periodicals must be selective and would reasonably seek for review those first novels that appear to be candidates for popularity on the basis of information given in the primary media and, beyond this, perhaps give preference to titles liked by their reviewers.

The first fictional works which enjoyed widespread attention in the several other quarters surveyed were, in general, also those to be the most often purchased by libraries within the OCLC network (See Table 3). The causation was in likelihood two way. Such factors as extensive attention from the book review media, best seller listing, book club selection, and prize award would be expected to generate an interest and a demand among library users as well as librarians concerned with collection development. Film release frequently brings popularity to a novel, but the influence of this element might be some time in coming even when a sale had been noted. Given that

more titles of the study have surely appeared not only in paperback but in a British edition as well, an examination of those to have been issued by late 1980 is indicative that the success of the original edition was a factor in many early subsidiary sales.

Conclusions

Whether the foregoing is read to be encouraging or discouraging is finally a manner of interpretation. The first published novels of 1979 were less widely reviewed in the media and were purchased in rather moderate number only in comparison to the titles of fiction from previously published authors against which they were measured. Nonetheless, the median of five reviews would appear satisfactory to call at least some attention to a new writer and to provide an adequate hearing for a first work of fiction. Furthermore, those titles to have been doomed to an almost total obscurity by librarians operating in a time of stringent budgets were seemingly a small minority.

TABLE 1

OCLC HOLDINGS REPORTED AND BOOK REVIEW CITATIONS LOCATED

FOR 226 FIRST FICTION TITLES
GROUPED BY APPROXIMATE THIRDS

Ranges of OCLC Holdings Reported	Titles	Book Review Citations Located		
		Ranges	Median	+/- 5
8 - 132	74	0 - 9	4	-1
134 - 187	76	1 - 9	4.5	-0.5
188 - 712	76	3 - 36	8	+3

FOR THE TOP HELD ONE THIRD
BY HOLDINGS +/- 251

251 - 712	28	6 - 36	12	+7
188 - 249	48	3 - 17	6	+1

TABLE 2

OCLC HOLDINGS REPORTED AND BOOK REVIEW CITATIONS LOCATED
FOR 226 FIRST FICTION TITLES
BY COMPREHENSIVE RATING

Rating	Titles	OCLC Holdings Reported			Book Review Citations Located		
		Ranges	Median	+/- 166	Ranges	Median	+/- 5
Favorable	42	143 - 712	234.5	+ 68.5	1 - 36	7.5	+2.5
Generally Favorable	75	50 - 364	172	+ 6	2 - 21	5	0
Mixed	71	43 - 412	155	- 11	2 - 22	5	0
Generally Unfavorable	30	17 - 245	99.5	- 66.5	2 - 17	4	-1
Unfavorable	5	9 - 127	41	-125	1 - 7	3	-2
Not Rated	3	8 - 69	31	-135	0 - 2	0	-5

TABLE 3

CORRELATION OF LIBRARY PURCHASES OF FIRST FICTION
TO GENERAL ACCLAIM AND SUBSIDIARY SALES

Ranges of OCLC Holdings Reported	Titles	New York Times Book Review Best Seller Listing: Hardcover and Paperback	Paperback Only	Award Winners	Award Nominees	Book-of-the-Month Club Selection	Literary Guild Selection	Film Sale	Film Option	Paperback Reprint Issued	Paperback Reprint Rights Sold	British Edition Published	Second Work of Fiction Published
251 - 712	28	5	2	5	4	9	8	9	4	22	2	19	1
188 - 249	48	1	2		1	9	9	7	5	26	1	19	6
134 - 187	76			1	1			4	2	25		20	12
8 - 132	74					1		1		22	1	7	8
Total	226	6	4	6	6	19	17	21	11	95	4	65	27

References

1. OCLC Online Computer Library Center, Incorporated. Author's name, exact title of book, publisher, and the number of holding reports displayed for each of the 244 works listed in Appendices 1-5 were taken from cataloguing records in September 1980.
2. Review of In Guilt and in Glory, by David Hanly, Publishers Weekly 214 (25 December 1978): 53.
3. Review of The Nuclear Letters, by Graham Lancaster, Publishers Weekly 215 (12 March 1979): 61.
4. "Books of the Month, April 1979: Books to Come, May & June 1979," Whitaker's Books of the Month & Books to Come, April 1979: 36, 48.
5. "First Novelists," Library Journal 103 (1 October 1978): 2013-2018; 104 (1 February 1979): 424-435; 104 (15 June 1979): 1367-1388; 104 (1 October 1979): 2124-2136.
6. "Fiction," Kirkus Reviews 46 (1 October 1978)-48 (1 December 1980).
7. "Book Review: Fiction," Library Journal 103 (1 October 1978)-105 (1 December 1980).
8. "PW Forecasts: Fiction," Publishers Weekly 214 (2 October 1978)-218 (26 December 1980).
9. New York Times Book Review 83 (12 November 1978)-85 (28 December 1980).

10. American Book Publishing Record: An American National Bibliography. New York: R.R. Bowker Co. Cumulative 1950-1977, vol. 11, Juvenile Fiction: Fiction; Cumulative 1978.

11. Book Review Index. Gary C. Tarbert, ed. Detroit: Gale Research Co.
Cumulative 1978-May/August 1980.

12. "Fiction," Booklist 75 (1 October 1978)-77 (15 December 1980).

13. "Best Sellers," New York Times Book Review, 84 (7 January 1979)-85 (28 December 1980).

14. "Paperback Best Sellers," New York Times Book Review, 84 (7 January 1979)-85 (28 December 1980).

15. Book-of-the-Month Club. Book-of-the-Month Club News. Camp Hill, Pa.: Book-of-the-Month Club.
January 1979-December 1980.

16. Literary Guild. Literary Guild Magazine. Garden City, N.Y.: Literary Guild.
January 1979-December 1980.

17. Mystery Guild. Mystery Guild Clues. Garden City, N.Y.: Mystery Guild.
January 1979-December 1980.

18. British National Bibliography, The. London: British Library, Bibliographic Services Division.
January/April 1979-October 29, 1980.

19. Paperbound Books in Print. New York: R.R. Bowker Co.
Fall 1979; Spring 1980; Fall 1980.

20. "Paperback Reprints," Booklist 75 (15 January 1979)-77 (15 December 1980).

21. "Paperbacks: New and Noteworthy," New York Times Book Review 84 (7 January 1979)-85 (28 December 1980).

22. "PW Forecasts: Paperbacks, Fiction Reprints," Publishers Weekly 215 (1 January 1979)-218 (26 December 1980).

23. Nathan, Paul S. "Rights & Permissions," Publishers Weekly 215 (1 January 1979)-218 (26 December 1980).

24. Dahlin, Robert, ed. "Trade News," Publishers Weekly 215 (1 January 1979)-218 (26 December 1980).

25. U.S. Library of Congress. A Catalog of Books Represented by Library of Congress Printed Cards Issued to July 31, 1942. 167 vols. Ann Arbor: Edwards Brothers, 1942-1946.

26. _____. Library of Congress and National Union Catalog Author Lists, 1942-1962, a Master Cumulation: A Cumulative Author List Representing Entries in the Library of Congress-National Union Catalog Supplements to Catalog of Books Represented

by Library of Congress Printed Cards. Compiled by the editorial staff of the Gale Research Company. 152 vols. Detroit: Gale Research Co., 1969-1971.

27. _____. The National Union Catalog: A Cumulative Author List Representing Library of Congress Printed Cards and Titles Reported by Other American Libraries. The Library of Congress Catalogs. Ann Arbor: J.W. Edwards Publisher. 1963/1967-1978.

Appendix 1

Twenty Eight Best Selling First Fiction Titles Among OCLC Participating Libraries

1. Hill, Ruth Beebe.

Hanta Yo.	OCLC holdings: 712	Book-of-the-Month Club alternate
Doubleday. 14.95.	21 reviews;	Film sale
Warner Books. 3.50.	favorable	New York Times Book Review best seller listing:
		32 weeks in hardcover
		10 weeks in paperback
		15th in Publishers Weekly hardcover fiction best sellers for 1979
		7th in Dalton's hardcover fiction best sellers for 1979
		Publication rights sold in Germany

2. Flanagan, Thomas J.B. *The Year of the French*. Holt, Rinehart and Winston. 12.95. Pocket Books. 3.75.	OCLC holdings: 533 23 reviews; favorable	Book-of-the-Month Club main selection Film sale British edition published Publication rights sold in France Winner: National Book Critics Circle 1979 Award for Fiction
3. Wharton, William. *Birdy*. Knopf. 8.95. Avon. 2.50.	OCLC holdings: 502 36 reviews; favorable	Book-of-the-Month Club alternate Film option *New York Times Book Review* best seller listing: 1 week in paperback British edition published Publication rights sold in Denmark, Finland, France, Germany, Italy, Spain, and Sweden

		Translated for Norwegian and Portuguese publication Winner: The American Book Awards 1980 for First Novel
4. Chase-Riboud, Barbara. _Sally Hemings_. Viking Press. 12.95. Avon. 2.75.	OCLC holdings: 446 10 reviews; favorable	Literary Guild alternate Film sale
5. Haviaras, Stratis. _When the Tree Sings_. Simon and Schuster. 9.95.	OCLC holdings: 412 15 reviews; favorable	British edition published Nominee: The American Book Awards 1980 for First Novel
6. Murphy, Walter F. _The Vicar of Christ_. Macmillan. 12.95. Ballantine. 2.95.	OCLC holdings: 412 22 reviews; mixed	Book-of-the-Month Club alternate Film sale _New York Times Book Review_ best seller listing: 15 weeks in hardcover 3 weeks in paperback

		British edition published Publication rights sold in France and Germany
7. Truscott, Lucian K. _Dress Gray_. Doubleday. 10.95. Fawcett. 2.75.	OCLC holdings: 410 18 reviews; mixed	Literary Guild dual main selection Film sale _New York Times Book Review_ best seller listing: 13 weeks in hardcover 7 weeks in paperback British edition published
8. Epstein, Jacob. _Wild Oats_. Little, Brown. 9.95. Pocket Books. 2.75.	OCLC holdings: 364 21 reviews; generally favorable	British edition published

9. Boyle, T. Coraghessan.		
Descent of Man: Stories.	OCLC holdings: 346	British edition published
Little, Brown. 9.95.	12 reviews;	
McGraw-Hill. 3.95.	favorable	
10. Saperstein, Alan.		
Mom Kills Kids and Self.	OCLC holdings: 344	Book-of-the-Month Club alternate
Macmillan. 9.95.	8 reviews;	Nominee: The American Book Awards 1980 for First Novel
Ballantine. 2.50.	favorable	Winner: Ernest Hemingway Foundation Award
11. Southerland, Ellease.		
Let the Lion Eat Straw.	OCLC holdings: 342	Book-of-the-Month Club alternate
Scribner. 7.95.	19 reviews;	Large print edition published
New American Library. 1.95.	favorable	British edition published

12. Maas, Peter.		
Made in America.	OCLC holdings: 328	Literary Guild alternate
Viking Press.	12 reviews; generally favorable	Mystery Guild alternate
10.95.		Film sale
Bantam. 2.50.		First serial rights sold to *New York Magazine*
		British edition published
13. O'Connor, Philip F.		
Stealing Home.	OCLC holdings: 323	Book-of-the-Month Club alternate
Knopf. 8.95.	17 reviews; generally favorable	Film option
		Nominee: The American Book Awards 1980 for First Novel
14. Newman, Edwin.		
Sunday Punch.	OCLC holdings: 320	Book-of-the-Month Club alternate
Houghton Mifflin.	12 reviews; generally favorable	
9.95.		
Berkley. 2.50.		

15. Bloom, Harold. _The Flight to Lucifer: A Gnostic Fantasy_. Farrar, Straus, Giroux. 9.95. Vintage Books. 3.95.	OCLC holdings: 300 13 reviews; mixed	
16. Hebert, Ernest. _The Dogs of March_. Viking Press. 9.95. Penguin Books. 2.95.	OCLC holdings: 300 10 reviews; favorable	Special citation given by the Ernest Hemingway Foundation Award
17. Phillips, Jayne Anne, _Black Tickets_. Delacorte Press/ S. Lawrence. 8.95. Delta. 4.95 (simultaneous paperback publication)	OCLC holdings: 294 15 reviews; favorable	Winner: American Academy Awards 1980 Sue Kaufman Prize for First Fiction

18. Bradford, Barbara Taylor.

A Woman of Substance.	OCLC holdings: 293	Literary Guild alternate
Doubleday. 12.95.	6 reviews;	Doubleday Book Club alternate
Avon. 2.95.	favorable	New York Times Book Review best seller listing: 7 weeks in hardcover 29 weeks in paperback (still on at the end of December 1980)
		British edition published
		Publication rights sold in France, Germany, Holland, Italy, and Spain
		A book club selection in Britain and Holland
		Serial rights sold in Austria, Britain, Finland, and Norway

19. Patrick, Vincent.		
The Pope of Greenwich Village. Seaview Books. 9.95. Pocket Books. 2.75.	OCLC holdings: 291 8 reviews; favorable	Book-of-the-Month Club alternate Film sale *New York Times Book Review* best seller listing: 4 weeks in paperback British edition published
20. McDonald, Frank.		
Provenance. Little, Brown. 12.95. Avon. 2.75.	OCLC holdings: 284 8 reviews; mixed	Literary Guild main selection Mystery Guild alternate *New York Times Book Review* best seller listing: 2 weeks in hardcover 2 weeks in paperback British edition published Publication rights sold in France and Italy

21. Hansen, Ron.

Desperadoes.	OCLC holdings: 283	Film option
Knopf. 8.95.	13 reviews;	British edition published
Ballantine. 2.50.	favorable	

22. Mayersen, Evelyn Wilde.

Sanjo.	OCLC holdings: 267	British edition published
Lippincott. 8.95.	8 reviews;	Second novel published:
Pocket Books	favorable	If Birds Are Free.
(sale made)		Lippincott and Crowell.

23. Richards, Caroline.

Sweet Country.	OCLC holdings: 267	Film option
Harcourt Brace	8 reviews;	
Jovanovich.	favorable	
9.95.		

24. Davis, Terry.

Vision Quest.	OCLC holdings: 264	British edition published
Viking Press.	11 reviews; mixed	Nominee: The American Book
8.95.		Awards 1980 for First Novel

25. Sheppard, Stephen.		
<u>The Four Hundred</u>. Summit Books. 11.95. Berkley. 2.75.	OCLC holdings: 259 11 reviews; mixed	Literary Guild dual main selection Mystery Guild alternate Film sale British edition published Publication rights sold in France, Holland, Italy, and Sweden A book club selection in Britain
26. Liddy, G. Gordon.		
<u>Out of Control</u>. St. Martin's Press. 10.95. Berkley. 2.75.	OCLC holdings: 257 9 reviews; mixed	British edition published
27. Kinsolving, William.		
<u>Born with the Century</u>. Putnam. 12.50. Fawcett (sale made)	OCLC holdings: 256 10 reviews; mixed	Literary Guild main selection Film sale British edition published

28. Pilpel, Robert H.

<u>To the Honor of the Fleet</u>. Atheneum. 12.95. Fawcett. 2.95.	OCLC holdings: 252 10 reviews; generally favorable	Literary Guild alternate British edition published

Appendix 2

Twenty Seven First Fiction Titles With a Comprehensive Rating of Favorable*

1. Freely, Maureen.		
Mother's Helper.	OCLC holdings: 249	Film option
Delacorte Press.	16 reviews;	British edition published
9.95.	favorable	
2. Duncan, Julia Coley.		
Halfway Home.	OCLC holdings: 244	Film option
St. Martin's Press.	7 reviews;	Large print edition published
10.95.	favorable	
Fawcett. 1.95.		British edition published
3. Terman, Douglas.		
First Strike.	OCLC holdings: 244	Book-of-the-Month Club alternate
Scribner. 10.95.	11 reviews;	Flying Book Club alternate
Pocket Books.	favorable	New York Times Book Review best seller listing:
2.95.		1 week in paperback

*Another 15 titles with a comprehensive rating of favorable are listed in Appendix 1.

A book club selection in Denmark

Nominee: The American Book Awards 1980 for Hardcover Mystery

Second novel published: Death Wears a Red Hat. Andrews and McMeel.

7. Morris, Mary.

   Vanishing Animals & Other Stories. D.R. Godine. 10.95.

   OCLC holdings: 232
   9 reviews; favorable

8. Moon, Michael E.

   John Medicinewolf. Dial Press. 6.95.

   OCLC holdings: 222
   5 reviews; favorable

9. Gutcheon, Beth Richardson.

   The New Girls. Putnam. 11.95. Avon. 2.50.

   OCLC holdings: 221
   8 reviews; favorable

   Film option

10. Willis, Meredith Sue.

A Space Apart. OCLC holdings: 220

Scribner. 8.95. 3 reviews; favorable

11. Abrams, Linsey.

Charting by the Stars. OCLC holdings: 218

6 reviews; favorable

Harmony Books. 9.95.

12. Thompson, Jean.

The Gasoline Wars: Stories. OCLC holdings: 212

8 reviews; favorable

University of Illinois Press. 10.00. paper 3.95 (simultaneous publication)

13. Jackson, Bruce.

The Programmer. OCLC holdings: 209

Doubleday. 8.95. 3 reviews; favorable

14. Hodel, Michael P.

Wright, Sean M.

Enter the Lion: A Posthumous Memoir of Mycroft Holmes.

Hawthorn Books. 9.95.

Playboy. 2.50.

OCLC holdings: 203

4 reviews; favorable

15. Hard, T.W.

Sum VII.

Harper & Row. 8.95.

OCLC holdings: 201

4 reviews; favorable

Film sale

16. New, Christopher.

Goodbye Chairman Mao.

Coward, McCann & Geoghegan. 8.95.

Fawcett. 2.25.

OCLC holdings: 200

5 reviews; favorable

British edition published

17. Watson, Geoffrey.

The Nooriabad File.

Scribner. 8.95.

OCLC holdings: 194

4 reviews; favorable

18. Bloch, Lucienne S.

On the Great-Circle Route.
Simon and Schuster. 9.95.

OCLC holdings: 187
6 reviews; favorable

19. Robison, Mary.

Days: Stories.
Knopf. 8.95.

OCLC holdings: 185
6 reviews; favorable

20. Martin, David.

Tethered.
Holt, Rinehart and Winston. 9.95.

OCLC holdings: 183
4 reviews; favorable

21. Wisler, G. Clifton.

My Brother, the Wind.
Doubleday. 7.95.

OCLC holdings: 182
1 review; favorable

Nominee: The American Book Awards 1980 for Western

22. Nichols, Nancy.

Murrey.
Viking Press. 10.95.

OCLC holdings: 179
5 reviews; favorable

23. Jablons, Beverly.

Dance Time.	OCLC holdings: 178	
Morrow. 8.95.	2 reviews; favorable	

24. Patterson, Richard North.

The Lasko Tangent.	OCLC holdings: 175	British edition published
Norton. 9.95.	8 reviews; favorable	Winner: Mystery Writers of
Ballantine. 1.95.		America 1979 Edgar for
		Best First Novel

25. South, Grace.

Merrie.	OCLC holdings: 170
Doubleday. 8.95.	2 reviews; favorable

26. Sullivan, Tim D.

Glitter Street.	OCLC holdings: 157
Rawson, Wade. 8.95.	4 reviews, favorable

27. Bjorgum, Kenneth.

The Betrayed.	OCLC holdings: 143
Doubleday. 7.95.	1 review; favorable

Appendix 3

Six More First Novels Mentioned in Text

1. Wills, Garry.		
At Button's.	OCLC holdings: 245	
Andrews and McMeel. 8.95.	17 reviews; generally unfavorable	
2. Nesser, Ron.		
The First Lady.	OCLC holdings: 127	
Playboy Press. 9.95.	7 reviews; unfavorable	
3. Fischman, Bernard.		
The Man Who Rode His 10-Speed Bicycle to the Moon.	OCLC holdings: 69	British edition published
R. Marek. 7.95.	no reviews	
4. Blodgett, Michael.		
Captain Blood: A Novel of Epic Revenge.	OCLC holdings: 31	
Stonehill. 10.95.	2 reviews; descriptive	

5. Able, James A.

Victims: Story of a Teenage Hooker. Ashley Books. 9.95.	OCLC holdings: 9 1 review; unfavorable	

6. Andersen, Richard.

The Straight Cut Ditch. Ashley Books. (no price located)	OCLC holdings: 8 no reviews	Lambda Book Club selection Second novel published: Muckaluck. Delacorte Press.

Appendix 4

Eighteen New Fiction Titles by Previously Published Writers

	OCLC holdings	Reviews	Previous fiction titles	First published
1. Styron, William.				
Sophie's Choice. Random House.	806	52	4	1951
2. Roth, Philip.				
The Ghost Writer. Farrar, Straus and Giroux.	740	40	8	1959
3. Shaw, Irwin.				
The Top of the Hill. Delacorte Press.	428	12	18	1939
4. Straub, Peter.				
Ghost Story. Coward, McCann & Geoghegan.	405	20	3	1973
5. Jaffe, Rona.				
Class Reunion. Delacorte Press.	365	10	8	1958

	OCLC holdings	Reviews	Previous fiction titles	First published
6. Leffland, Ella.				
Rumors of Peace. Harper & Row.	353	15	2	1970
7. Osborn, John Jay.				
The Associates. Houghton Mifflin.	317	9	2	1971
8. Hoffman, Alice.				
The Drowning Season. Dutton.	287	10	1	1977
9. Price, Nancy.				
An Accomplished Woman. Coward, McCann & Geoghegan.	263	8	1	1973
10. Frank, Harriet				
Special Effects. Houghton Mifflin.	239	7	1	1977
11. Salter, James.				
Solo Faces. Little, Brown.	233	12	4	1956

	OCLC holdings	Reviews	Previous fiction titles	First published
12. Brawley, Ernest. *Selena*. Atheneum.	221	6	1	1974
13. Bromell, Henry. *I Know Your Heart, Marco Polo: Stories*. Knopf.	210	13	1	1974
14. Mewshaw, Michael. *Land Without Shadow*. Doubleday.	199	8	4	1970
15. Mayer, Robert. *The Execution*. Viking Press.	185	6	1	1977
16. Epstein, Seymour. *Love Affair*. Doubleday.	181	4	7	1960
17. Blyth, Myrna. *For Better and for Worse*. Putnam.	160	8	1	1975

	OCLC holdings	Reviews	Previous fiction titles	First published
18. Argo, Ellen.				
The Crystal Star.	152	3	1	1977
Putnam.				

Appendix 5

Other First Fiction Titles Studied

1. Abbott, George. Trycut. Playboy Press.
2. Abercrombie, Barbara. Good Riddance. Harper & Row.
3. Alexander, Karl. Time after Time. Delacorte Press.
4. Amiel, Joseph. Hawks. Putnam.
5. Badgley, Anne V. The Rembrandt Decisions. Dodd, Mead.
6. Banks, Carolyn. Mr. Right. Viking Press.
7. Barolini, Helen. Umbertina. Seaview Books.
8. Bart, Peter and Petitclerc, Denne Bart. Destinies. Simon and Schuster.
9. Bear, David. Keeping Time. St. Martin's Press.
10. Beasley, Conger. Hidalgo's Beard: A California Fantasy. Andrews and McMeel.
11. Bercovici, Eric. Wolftrap. Atheneum.
12. Bobker, Lee R. The Unicorn Group. Morrow.
13. Bonanno, Margaret Wander. A Certain Slant of Light. Seaview Books.
14. Boris, Martin. Two + Two. Times Books.
15. Boucher, Bernard. The Megawind Cancellation. Atheneum.
16. Boyer, Bruce Hatton. The Solstice Cipher. Lippincott.

17. Brady, Charles. Seven Games in October. Little, Brown.
18. Brady, Joan. The Imposter. G. Braziller.
19. Brady, Kathleen. Inside Out. Norton.
20. Brady, Michael. American Surrender. Delacorte Press.
21. Braverman, Kate. Lithium for Medea. Harper & Row.
22. Breslin, Catherine. Unholy Child. Dial Press.
23. Broder, Bill. The Sacred Hoop. Sierra Club Books.
24. Brookes, Owen. The Widow of Ratchets. Holt, Rinehart and Winston.
25. Bruder, Judith. Going to Jerusalem. Simon and Schuster.
26. Buské, Dorothea. The Last Romantic. St. Martin's Press.
27. Caplan, Thomas. Line of Chance. Morrow.
28. Carr, Jayge. Leviathan's Deep. Doubleday.
29. Casey, Robert. The Jesus Man. M. Evans.
30. Cassidy, John. A Station in the Delta. Scribner.
31. Cheney, Lynne. Executive Privilege: A Washington Novel. Simon and Schuster.
32. Childs, Timothy. Cold Turkey. Harper & Row.
33. Chiu, Tony. Port Arthur Chicken. Morrow.
34. Clayton, John Jacob. What Are Friends For? Little, Brown.
35. Cockrell, Amanda. The Legions of the Mist: A Novel of Roman Britain. Atheneum.

36. Cohen, Irving R. The Passover Commando. Crown Publishers.
37. Copeland, Bonnie. Lady of Moray. Atheneum.
38. Coughlin, William Jeremiah. The Stalking Man. Delacorte Press.
39. Crabb, Ned. Ralph: Or, What's Eating the Folks in Fatchakulla County? Morrow.
40. Cudahy, Sheila. The Trojan Gold. Harper & Row.
41. Darlington, Joy. Those Van Der Meer Women. Putnam.
42. Davidson, Muriel. The Thursday Woman. Atheneum.
43. DeHaven, Tom. Freaks' Amour. Morrow.
44. Dennison, George. Oilers and Sweepers and Other Stories. Random House.
45. Eastman, Robert. Pendulum. Harcourt Brace Jovanovich.
46. Eberhart, Dikkon. On the Verge. Stemmer House Publishers.
47. Engel, Peter H. High Gloss. St. Martin's Press.
48. Epstein, Sandra. A Place Like Dairy-Anne. Dial Press.
49. Evans, Kenneth L. A Feast for Spiders. Crowell.
50. Fleisher, Michael L. Chasing Hairy. St. Martin's Press.
51. Freeman, Devery. Father Sky. Morrow.
52. Friedman, Hal. Tunnel. Morrow.

53. Gebauer, Phyllis. The Pagan Blessing. Viking Press.
54. Gilchrist, Elizabeth. Your Cheatin' Heart. Macmillan.
55. Goodheart, Pat. The Translator. Holt, Rinehart and Winston.
56. Greeley, Andrew M. The Magic Cup: An Irish Legend. McGraw-Hill.
57. Greenleaf, Stephen. Grave Error. Dial Press.
58. Haley, Albert. Home Ground. Dutton.
59. Halpern, Jay. The Jade Unicorn. Macmillan.
60. Hammond, Diana. Sweet Lies. McGraw-Hill.
61. Hanly, David. In Guilt and in Glory. Morrow.
62. Harding, William Harry. Rainbow. Holt, Rinehart and Winston.
63. Harner, Michael and Meyer, Alfred. Cannibal. Morrow.
64. Harris, Richard. Enemies. R. Marek.
65. Hasford, Gustav. The Short-Timers. Harper & Row.
66. Heinemann, Gisella. Cutting It! Dial Press.
67. Heldman, Gladys. The Harmonetics Investigation. Crown Publishers.
68. Herst, Roger. Status 1SQ. Doubleday.
69. Hill, Eugenie. A More Innocent Time. Taplinger.
70. Hitt, James E. Tennessee Smith. Dutton.
71. Hudlow, Emily Ellison. Alabaster Chambers. St. Martin's Press.

72. Hurling, Joan. Boomers. Vanguard Press.

73. Huth, Tom. Unnatural Axe: A Novel of Colorado. Delacorte Press.

74. Jackson, Guida. Passing Through. Simon and Schuster.

75. Jaffe, Harold. Mole's Pity. Fiction Collective.

76. James, Allston. Attic Light. Capra Press.

77. Johnson, Sandy. The CUPPI. Delacorte Press/E. Friede.

78. Jones, Tristan. Dutch Treat: A Novel of World War II. Andrews and McMeel.

79. Kahn, Roger. But Not to Keep. Harper & Row.

80. Kennedy, Lena. Maggie. Paddington Press.

81. Knight, Wallace E. Lightstruck. Little, Brown.

82. Kobryn, A.P. Poseidon's Shadow. Rawson, Wade.

83. Kohan, Rhea. Save Me a Seat. Harper & Row.

84. Konrad, Evelyn. Indiscretions. Dial Press.

85. Kunstler, James Howard. The Wampanaki Tales. Doubleday.

86. Lamb, Nancy. Gentlemen Callers. Seaview Books.

87. Lancaster, Graham. The Nuclear Letters. Atheneum.

88. Landers, Gunnard. The Hunting Shack. Arbor House.

89. Liederman, Judith. The Moneyman. Houghton Mifflin.

90. Lipez, Richard and Stein, Peter. Grand Scam. Dial Press.

91. Lobel, Brana. The Revenant. Doubleday.

92. Logue, John. Follow the Leader. Crown Publishers.

93. Lopate, Phillip. Confessions of Summer. Doubleday.

94. Lukeman, Tim. Rajan. Doubleday.

95. Mackey, Mary. McCarthy's List. Doubleday.

96. MacLean, Jane. Deadfall. Dutton.

97. Mahan, Bill and Mahan, Colleen. The Moviola Man. Doubleday.

98. Maher, James T. The Distant Music of Summer. Little, Brown.

99. Maryk, Michael and Monahan, Brent. Deathbite. Andrews and McMeel.

100. Matthews, Clyde. The Ides of March Conspiracy: The Year the IRS Got What It Deserves. Arbor House.

101. McGinnis, Larry Bruce. The Fence. Vanguard Press.

102. McMordie, Taber. By Executive Arrangement. McGraw-Hill.

103. Millar, Jeff. Private Sector. Dial Press.

104. Moan, Terrence. The Deadly Frost. Rawson, Wade.

105. Nelson, Indiana. Truckstop. St. Martin's Press.

106. Newlin, Paul. It Had to Be a Woman. Stein and Day.

107. Nickolay, Michael. Brother & Sister. Lippincott.

108. Noble, Marguerite. Filaree: A Novel of an American Life. Random House.

109. Osborne, Anne. The Analyst. Morrow.

110. Paier, Robert. The Pied Piper. McGraw-Hill.

111. Perry, Eleanor. Blue Pages. Lippincott.

112. Pintauro, Joseph. Cold Hands. Simon and Schuster.

113. Pollock, Theodore Marvin. The Rainbow Man. McGraw-Hill.

114. Porush, David. Rope Dances: Fictions. Fiction Collective.

115. Powell, William. The First Casualty. L. Stuart.

116. Powers, James. Estate of Grace. Harper & Row.

117. Powers, Ron. Face Value. Delacorte Press.

118. Quinn, Terry. The Great Bridge Conspiracy. St. Martin's Press.

119. Roddick, Ellen. Together. St. Martin's Press.

120. Rogers, Barbara. The Doomsday Scroll. Dodd, Mead.

121. Rohan, Donald. The Browning Touch. Dial Press.

122. Roome, Katherine A. Davis. The Letter of the Law. Random House.

123. Roose, Ronald. Gallivant. Dial Press.

124. Rotondi, Cesar J. Grand Obese. St. Martin's Press.

125. Schiff, Barry J. and Fishman, Hal. The Vatican Target. St. Martin's Press.

126. Schulman, Joseph Neil. Alongside Night. Crown Publishers.

127. Seligson, Tom. Stalking. Everest House.

128. Sharp, Henry. Devil at the Reins. Macmillan.

129. Sharp, Marilyn. Sunflower. R. Marek.

130. Shedley, Ethan I. Earth Ship and Star Song. Viking Press.

131. Shyer, Marlene Fanta. Never Trust a Handsome Man. Coward, McCann & Geoghegan.

132. Siler, Lari Field. Adrienne's House. Holt, Rinehart and Winston.

133. Singer, Brett. The Petting Zoo. Simon and Schuster.

134. Skehan, Everett M. A Bullet for Georgie. Houghton Mifflin.

135. Snell, David. Lights, Camera ... Murder. St. Martin's Press.

136. Sommer, Soctt. Nearing's Grace. Taplinger.

137. Stabiner, Karen. Limited Engagements. Seaview Books.

138. Stade, George. Confessions of a Lady-Killer. Norton.

139. Stanwood, Brooks. The Glow. McGraw-Hill.

140. Starr, Kevin. Land's End. McGraw-Hill.

141. Stern, Jane and Stern, Michael. Friendly Relations. Random House.

142. Stewart, Linda. Panic on Page One. Delacorte Press.

143. Stimpson, Kate. Class Notes. Times Books.

144. Stone, Andy. Song of the Kingdom. Doubleday.

145. Stowe, James L. Winter Stalk. Simon and Schuster.

146. Strange, Maureen. Beginners. Doubleday.

147. Summerfield, Margie. Compression Tested. McGraw-Hill.

148. Swan, Gladys. On the Edge of the Desert: Stories. University of Illinois Press.

149. Tagliacozzo, Rhoda. Saving Graces. St. Martin's Press.

150. Thoreau, David. City at Bay. Arbor House.

151. Torchia, Joseph. The Kryptonite Kid. Holt, Rinehart and Winston.

152. Traub, Barbara Fischman. The Matrushka Doll. R. Marek.

153. Travis, Neal. Manhattan. Crown Publishers.

154. Trott, Susan. The Housewife and the Assassin. St. Martin's Press.

155. Van Sickle, Dirck. Montana Gothic. Harcourt Brace Jovanovich.

156. Veley, Charles. Children of the Dark. Doubleday.

157. Warburton, Minnie. Mykonos. Coward, McCann & Geoghegan.

158. Wein, Jacqueline. Roommate. Crown Publishers.

159. Welles, Paul O'M. Project Lambda. Ashley Books.

160. West Eugenia Lovett. The Ancestors Cry Out. Doubleday.

161. Witcover, Jules. The Main Chance. Viking Press.

162. Wold, Allen. The Planet Masters. St. Martin's Press.

163. Wood, Barbara and Wootton, Gareth. Night Trains. Morrow.

164. Ziffren, Mickey. A Political Affair. Delacorte Press.

165. Zousmer, Steve and Liebmann-Smith, Richard. "Famous." Macmillan.

Appendix 6

Journals Consulted for Book Reviews

from Citations Found in Book Review Index

1. America.
2. American Book Review.
3. American West.
4. Analog.
5. Atlantic.
6. Antioch Review.
7. Best Sellers.
8. Book World.
9. Books and Bookmen.
10. Books of the Times.
11. Business Week.
12. Carolina Quarterly.
13. Changing Times.
14. Choice.
15. Christian Century.
16. Christian Science Monitor.
17. Chronicle of Higher Education.
18. Commonweal.
19. Contemporary Review.
20. Critic.
21. Educational Studies.

22. Encounter.

23. English Journal.

24. Esquire.

25. Film Quarterly.

26. Harper's Magazine.

27. Horn Book Magazine.

28. Human Events.

29. Humanist.

30. Hudson Review.

31. Kliatt Young Adult Paperback Book Guide.

32. Listener.

33. Living Wilderness.

34. Maclean's.

35. Mankind.

36. Ms.

37. Nation.

38. National Review.

39. New Leader.

40. New Statesman.

41. New Republic.

42. New York Review of Books.

43. New Yorker.

44. Newsweek.

45. North American Review.

46. Observer.

47. Prairie Schooner.

48. Psychology Today.

49. Rolling Stone.

50. Saturday Review.

51. School Library Journal.

52. Southern Living.

53. Spectator.

54. Time.

55. Times Literary Supplement.

56. Village Voice.

57. Virginia Quarterly Review.

58. Wall Street Journal.

59. Washington Monthly.

60. West Coast Review of Books.

61. Wilson Library Bulletin.

62. World Literature Today.